

## COUNTY PROFILE

# Winona Co.

Winona Co. is a part of Economic Development Region 10, which is located in the Southeast Planning Region.



## POPULATION CHARACTERISTICS

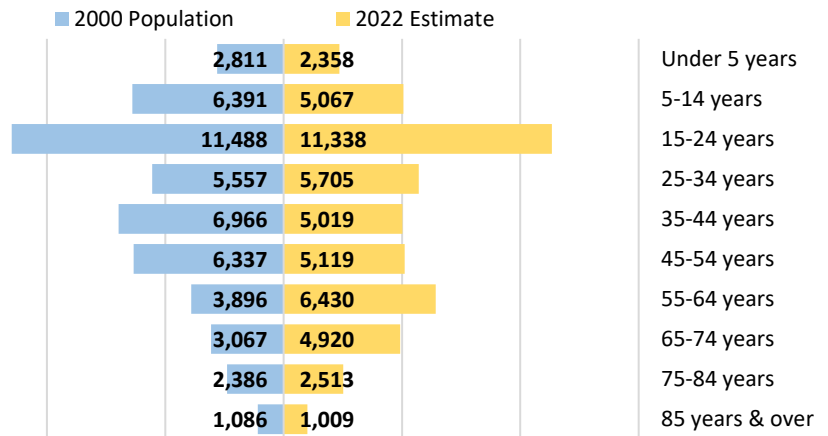
2022 population:	<b>49,478 people</b>	Median Age:	<b>35.6 years</b>
Population change, 2010-2022	-1,983 people -3.9% decline	state:	38.3 years

Winona Co. is the 19th largest of the 87 counties in the state. Its population decreased over the past decade, ranking as the 72nd fastest growing in the state from 2010 to 2022. Winona Co.'s population has a younger median age than the state and a larger percentage of people aged 65 years and older. The population is aging, especially as the Baby Boom generation moves through the population pyramid (see Figure 1).

	Number	Percent
Under 5 years	2,358	4.8%
5-14 years	5,067	10.2%
15-24 years	11,338	22.9%
25-34 years	5,705	11.5%
35-44 years	5,019	10.1%
45-54 years	5,119	10.3%
55-64 years	6,430	13.0%
65-74 years	4,920	9.9%
75-84 years	2,513	5.1%
85 years & over	1,009	2.0%
<b>Total Population</b>	<b>49,478</b>	<b>100.0%</b>

Source: Census Population Estimates, 2017-2021 ACS

Figure 1. Population Pyramid, 2000-2022



Winona Co. suffered a negative natural increase - more deaths than births from 2020 to 2022, but also experienced net out-migration - meaning more people moved out than moved in. Despite suffering domestic out-migration, Winona Co. welcomed net international in-migration - gaining new Minnesotans from foreign countries (see Table 2).

Table 2. Cumulative Estimates of the Components of Population Change, 2020-2022

	Total Population Change	April 1, 2020 to July 1, 2022					
		Natural Increase	Vital Events		Net Migration		
			Births	Deaths	Total	International	Domestic
Winona Co.	-184	-10	1,012	1,022	-206	124	-330
State of Minnesota	10,680	26,917	144,350	117,433	-17,365	20,012	-37,377

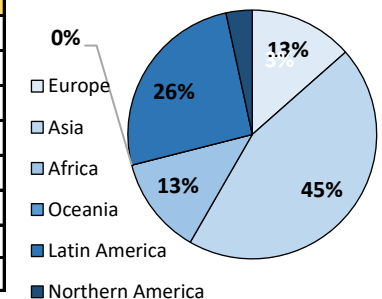
Source: U.S. Census Bureau, Population Estimates Program

Compared to the state, Winona Co. has a smaller percentage of foreign-born residents. From 2010 to 2021, Winona Co. saw a decrease in the number of foreign-born residents, though it was slower than the statewide increase.

	Winona Co.		Change 2010-2021		Minnesota	
	Number	Percent	Number	Percent	Percent	Change
<b>Foreign-born Population</b>	<b>1,557</b>	<b>3.1%</b>	<b>-86</b>	<b>-5.2%</b>	<b>8.5%</b>	<b>30.6%</b>
Europe	210	13.5%	-4	-1.9%	9.4%	0.3%
Asia	698	44.8%	-49	-6.6%	37.0%	30.2%
Africa	198	12.7%	96	94.1%	27.8%	89.8%
Oceania	0	0.0%	0	#DIV/0!	0.4%	17.8%
Americas:	451	29.0%	-129	-22.2%	25.4%	6.8%
Latin America	398	25.6%	-107	-21.2%	23.0%	8.5%
Northern America	53	3.4%	-22	-29.3%	2.5%	-6.7%

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Figure 2. Place of Birth for the Foreign Born Population, 2021



## COUNTY PROFILE

Winona Co.

Winona Co.'s population was becoming more racially diverse over time. Since 2011, the county's white population declined, but the number of people of other races increased (see Table 4).

**Figure 3. Population by Race, 2021**

- White
- Black or African American
- American Indian
- Asian
- Some Other Race
- Two or More Races

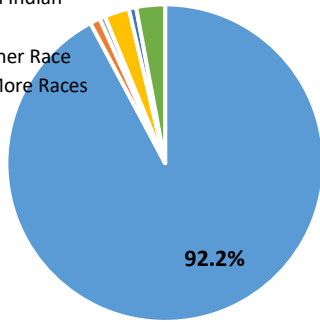


Table 4. Race and Hispanic Origin, 2021	Winona Co.			Minnesota	
	Number	Percent	Change from 2011-2021	Percent	Change from 2011-2021
<b>Total</b>	<b>49,889</b>	<b>100.0%</b>	<b>-2.9%</b>	<b>100.0%</b>	<b>7.4%</b>
White	45,995	92.2%	-5.4%	80.7%	0.4%
Black or African American	514	1.0%	-0.2%	6.6%	42.2%
American Indian or Alaska Native	292	0.6%	57.8%	0.9%	-8.0%
Asian or Other Pac. Islanders	1,251	2.5%	12.2%	5.0%	35.8%
Some Other Race	373	0.7%	28.6%	2.1%	66.5%
Two or More Races	1,464	2.9%	123.2%	4.6%	121.8%
Hispanic or Latino origin	1,539	3.1%	31.2%	5.6%	31.6%

Source: U.S. Census Bureau, 2017-2021 American Community Survey

## POPULATION PROJECTIONS

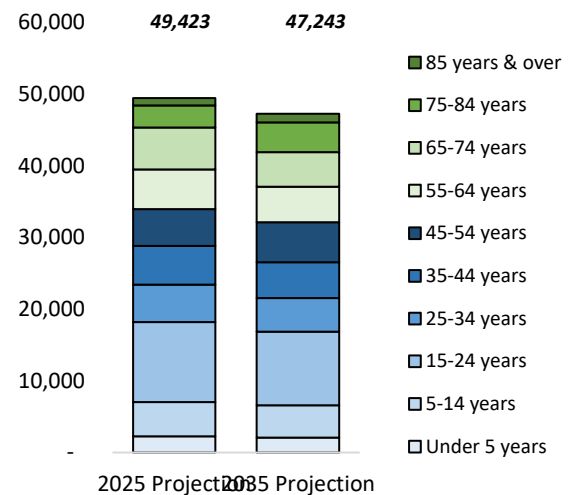
According to the Minnesota State Demographic Center, Winona Co.'s population is expected to decline from 2025 to 2035, with a rate of change that is slower than the projected statewide growth rate (4.5%). Despite the decline, the number of people aged 65 years and older is expected to increase over the next decade (see Figure 4 and Table 5).

**Table 5. Population Projections by Age Group, 2025-2035**

Winona Co.	2025 Projection	2035 Projection	Numeric Change	Percent Change
Under 5 years	2,253	2,066	-187	-8.3%
5-14 years	4,798	4,542	-256	-5.3%
15-24 years	11,124	10,250	-874	-7.9%
25-34 years	5,247	4,689	-558	-10.6%
35-44 years	5,399	4,984	-415	-7.7%
45-54 years	5,130	5,604	474	9.2%
55-64 years	5,515	4,929	-586	-10.6%
65-74 years	5,845	4,826	-1,019	-17.4%
75-84 years	3,089	4,148	1,059	34.3%
85 years & over	1,023	1,205	182	17.8%
<b>Total Population</b>	<b>49,423</b>	<b>47,243</b>	<b>-2,180</b>	<b>-4.4%</b>

Source: Minnesota State Demographic Center

**Figure 4. Projections by Age Group, 2025-2035**



## EDUCATIONAL ATTAINMENT

Winona Co. has a higher percentage of adults (18 years & over) with at least a high school diploma than the state (92.8%), and a higher percentage of people with at least some college experience. Winona Co. also has a higher percentage of people with an Associate's degree and a lower percentage of people with a Bachelor's degree or higher.

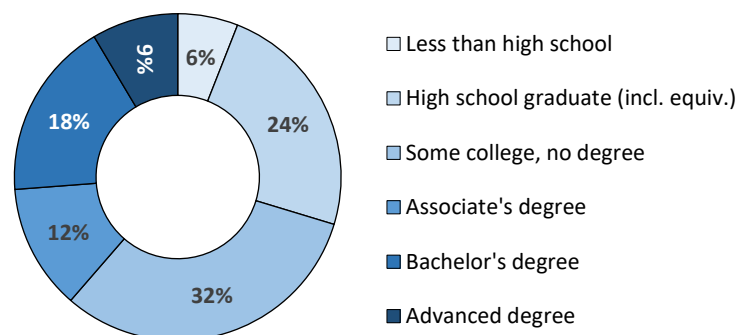
Percentage of the adult population (18 years & over) with at least a high school diploma:

**94.0%**

College-educated: **70.3%**  
state: 68.0%

Associate's Degree: **12.4%**  
Bachelor's Degree: **17.7%**  
Advanced Degree: **8.5%**

**Figure 5. Educational Attainment, 2021**



Source: U.S. Census Bureau, 2017-2021 American Community Survey

## LABOR FORCE TRENDS

At 2.2%, Winona Co. had a lower unemployment rate than the state in 2022. After the pandemic recession Winona Co.'s unemployment rate decreased compared to 5.1% in 2020, and declined compared to the 3.1% pre-pandemic rate posted in 2019. The number of unemployed workers actively seeking work in Winona Co. declined over the past year, and is down compared to 2019.

**28,246** available workers

Labor Force change,  
2007-2022

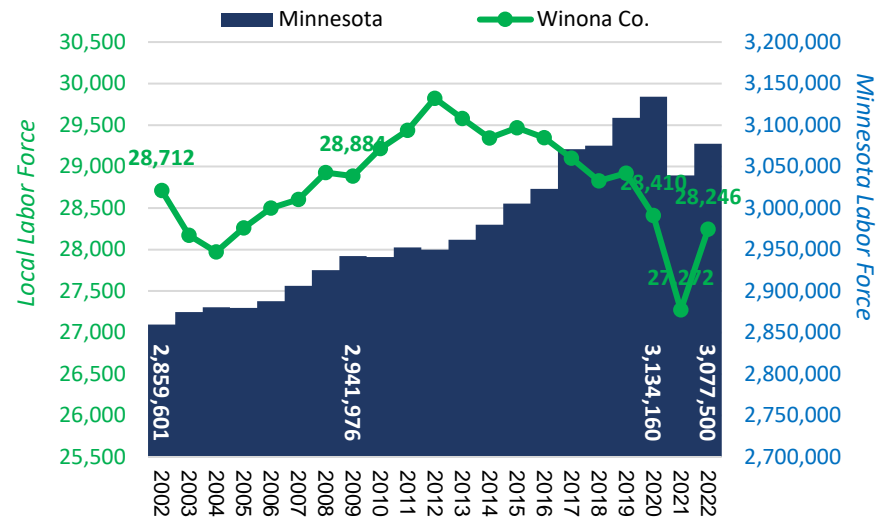
-357 workers  
-1.2% decline

**2.2%** unemployment rate

2.7% state

**621** unemployed workers

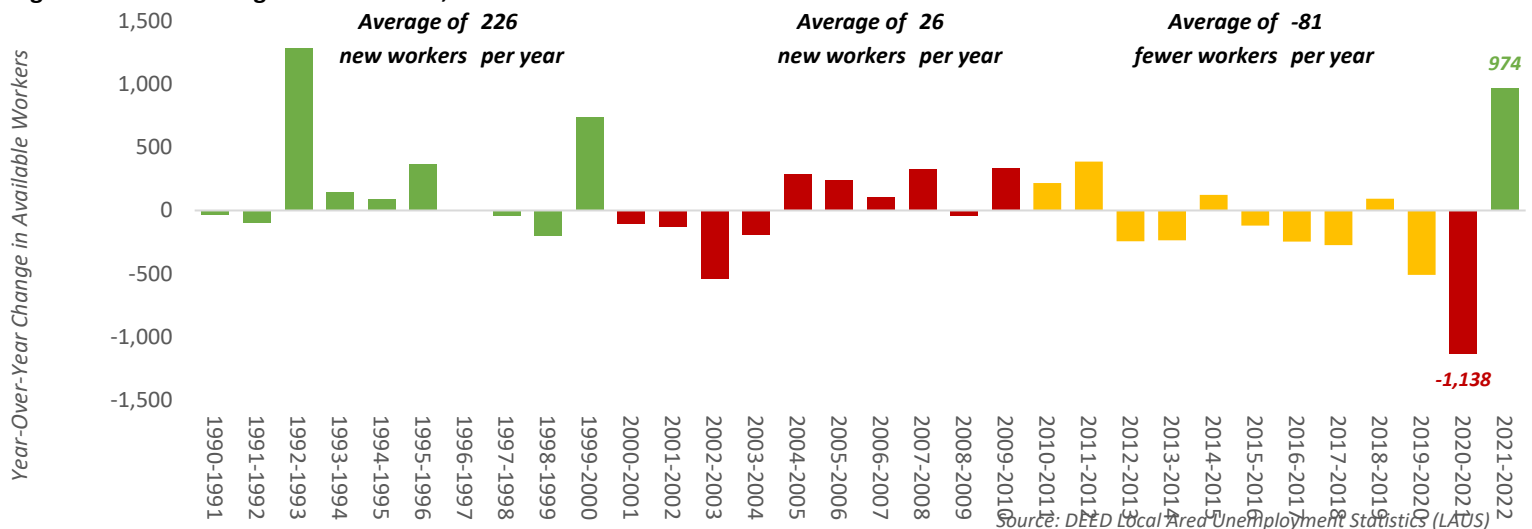
Figure 6. Annual Labor Force Estimates



Source: DEED Local Area Unemployment Statistics

Labor force growth has slowed in recent years. After experiencing a net gain of 226.2 workers each year from 1990 to 2000, Winona Co. averaged an annual gain of 26.1 new workers from 2000 to 2010, and most recently a loss of -80.7 fewer workers since 2010 (see Figure 7). Moving forward, Winona Co. is expected to see a labor force decline from 2025 to 2035 (see Table 6).

Figure 7. Annual Change in Labor Force, 1990-2022



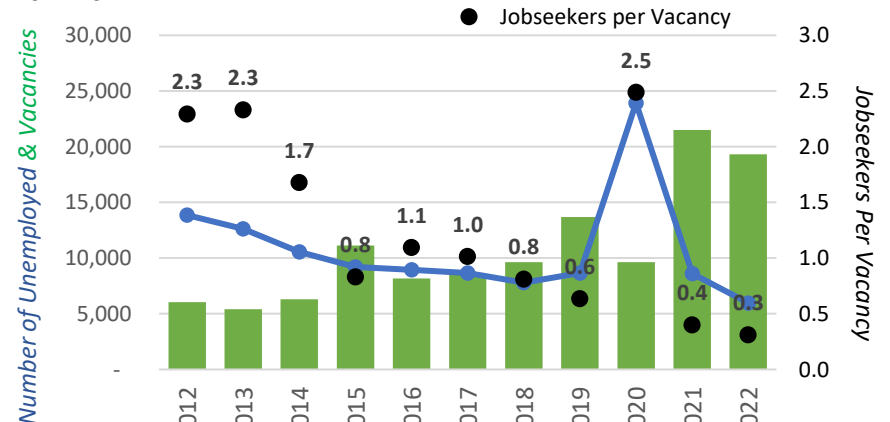
Source: DEED Local Area Unemployment Statistics (LAUS)

Table 6. Labor Force Projections, 2025-2035	Labor Force Projection	
	2025	2035
16 to 24 years	7,192	6,667
25 to 54 years	14,463	13,991
55 to 64 years	3,972	3,550
65 years & over	2,223	2,045
<b>Total Labor Force</b>	<b>27,849</b>	<b>26,253</b>

Source: Minnesota State Demographic Center, 2017-2021 ACS

The labor market had grown extremely tight in recent years, with less than 1 jobseeker per vacancy until the pandemic recession intervened in early 2020 and the number of unemployed workers spiked. Job vacancies in Southeast reached new highs in the 4th quarter of 2021, quickly bringing back challenges in finding new workers and 2022 showed the lowest jobseeker-per-vacancy ratio on record (see Figure 8).

Figure 8. Jobseekers Per Vacancy, 2012-2022



Source: DEED Job Vacancy Survey, LAUS program

## LABOR FORCE CHARACTERISTICS

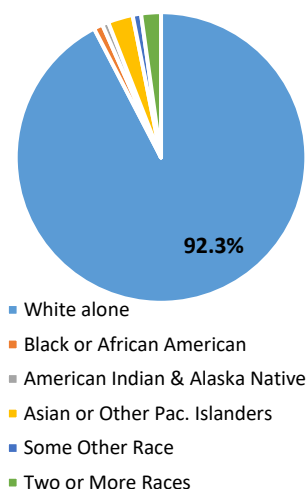
Winona Co. had a lower labor force participation rate than the state. The labor force in Winona Co. is less racially diverse than the state (where 82.6% of workers are white alone), but is becoming more diverse over time.

Table 7. Employment Characteristics, 2021

	Winona Co.			Minnesota		Labor Force by Gender	
	In Labor Force (available workers)	Labor Force Partic. Rate	Unemp. Rate	Labor Force Partic. Rate	Unemp. Rate	Male	Female
<b>Total Labor Force</b>	<b>28,878</b>	<b>69.1%</b>	<b>2.7%</b>	<b>69.2%</b>	<b>4.0%</b>	<b>14,723</b>	<b>14,138</b>
16 to 19 years	2,337	58.8%	5.4%	52.3%	10.7%	1,035	1,302
20 to 24 years	5,320	77.7%	2.4%	83.3%	6.7%	2,315	3,005
25 to 44 years	9,990	92.4%	2.7%	88.8%	3.6%	5,431	4,555
45 to 54 years	4,656	90.2%	1.7%	87.6%	3.0%	2,459	2,199
55 to 64 years	4,669	72.0%	3.0%	73.1%	3.2%	2,398	2,272
65 to 74 years	1,513	30.5%	2.7%	28.0%	3.2%	889	622
75 years & over	380	10.7%	0.3%	6.6%	2.9%	196	183
<b>Employment Characteristics by Race &amp; Hispanic Origin</b>							
White alone	26,662	68.5%	2.8%	68.5%	3.4%		
Black or African American	289	62.0%	0.3%	71.9%	8.6%		
American Indian & Alaska Native	200	77.5%	0.0%	57.4%	12.9%		
Asian or Other Pac. Islanders	805	78.0%	0.2%	72.7%	4.1%		
Some Other Race	270	88.8%	8.1%	75.8%	6.2%		
Two or More Races	636	78.6%	0.8%	74.1%	7.3%		
Hispanic or Latino	939	89.9%	5.9%	77.0%	6.6%		
<b>Employment Characteristics by Disability</b>							
With Any Disability	1,372	57.0%	12.0%	53.6%	9.9%		
<b>Employment Characteristics by Educational Attainment</b>							
Population, 25 to 64 years	19,314	86.0%	2.5%	84.4%	3.4%		
Less than H.S. Diploma	895	75.6%	4.2%	66.6%	4.6%		
H.S. Diploma or Equivalent	4,354	83.9%	0.1%	77.3%	2.5%		
Some College or Assoc. Degree	7,562	86.1%	1.7%	85.1%	3.6%		
Bachelor's Degree or Higher	6,506	89.1%	1.5%	90.3%	2.1%		

Source: 2017-2021 American Community Survey, 5-Year Estimates

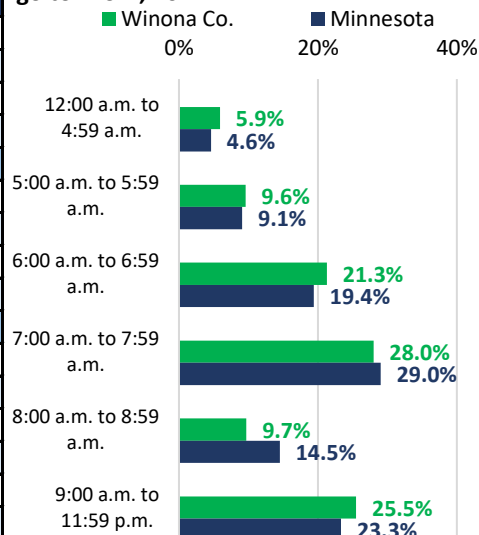
Figure 9. Labor Force by Race, 2021



A larger percentage of workers in Winona Co. worked in the same county in which they live compared to the state. Winona Co. also had a shorter average commute time than the state.

Table 8. Commuting Characteristics, 2021	Winona Co.		Minnesota	
	Number	Percent	Number	Percent
Worked in state of residence	25,507	93.1%	2,858,636	97.7%
Worked in county of residence	21,507	78.5%	1,922,337	65.7%
Worked out of county of residence	4,000	14.6%	933,372	31.9%
Worked outside state of residence	1,890	6.9%	67,296	2.3%
<b>MEANS OF TRANSPORTATION TO WORK</b>				
Car, truck, or van	22,740	83.0%	2,387,561	81.6%
Public transportation (excl. taxicab)	411	1.5%	81,926	2.8%
Other method (walk, bike, taxi, etc.)	2,164	7.9%	122,889	4.2%
Worked at home	2,082	7.6%	333,556	11.4%
<b>TRAVEL TIME TO WORK</b>				
Less than 10 minutes	7,671	28.0%	465,223	15.9%
10 to 19 minutes	10,822	39.5%	895,335	30.6%
20 to 29 minutes	3,205	11.7%	649,557	22.2%
30 to 44 minutes	3,507	12.8%	567,631	19.4%
45 to 59 minutes	1,014	3.7%	190,186	6.5%
60 or more minutes	1,178	4.3%	158,000	5.4%
<b>Mean travel time to work (minutes)</b>	<b>17.8 minutes</b>		<b>23.5 minutes</b>	

Figure 10. Time Leaving Home to go to Work, 2021



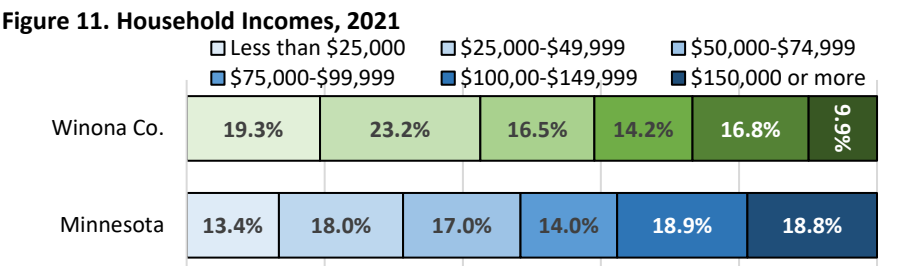
Source: 2017-2021 American Community Survey, 5-Year Estimates

INCOMES, COST OF LIVING, & HOUSING

Winona Co. had a lower median household income than the state, and a higher percentage of households with incomes below \$50,000. Overall, Winona Co. had the 52nd highest median household income of the 87 counties in the state.

Median Household Income	<b>\$61,753</b>
state	\$77,706
Median Family Income	<b>\$88,098</b>
state	\$98,356
Per Capita Income	<b>\$32,855</b>
state	\$41,204

Source: 2017-2021 American Community Survey



Source: 2017-2021 American Community Survey 5-Year Estimates

The cost of living has increased over the past 2 years with costs up in many areas. Winona Co. had a lower cost of living than the state, with a required hourly wage of \$13.3 for a single person living alone to meet a basic needs cost of living, and an hourly wage requirement of \$15.18 for a typical family with 2 adults and 1 child (see Table 9).

**Table 9. Basic Needs Cost of Living Estimates, 2022**

Single Adult, 0 children	Single Yearly Cost of Living	Hourly Wage Required	Monthly Costs						
			Child Care	Food	Health Care	Housing	Transportation	Other	Taxes
Winona Co.	\$27,654	\$13.30	\$0	\$354	\$152	\$611	\$633	\$264	\$291
State of Minnesota	\$33,708	\$16.21	\$0	\$359	\$157	\$903	\$663	\$345	\$382
Typical Family: 2 Adults (1 working full-time, 1 part-time), 1 child	Family Yearly Cost of Living	Hourly Wage Required	Monthly Costs						
			Child Care	Food	Health Care	Housing	Transportation	Other	Taxes
Winona Co.	\$47,365	\$15.18	\$309	\$809	\$538	\$788	\$735	\$437	\$331
State of Minnesota	\$60,540	\$19.40	\$579	\$822	\$561	\$1,151	\$772	\$540	\$620

Source: DEED Cost of Living tool

Winona Co. had a lower median house value than the state, having the 43rd highest value of the 87 counties in 2021. Winona Co.'s housing stock was older than the state's, with a lower percentage of units built since 2000 (see Figure 12).

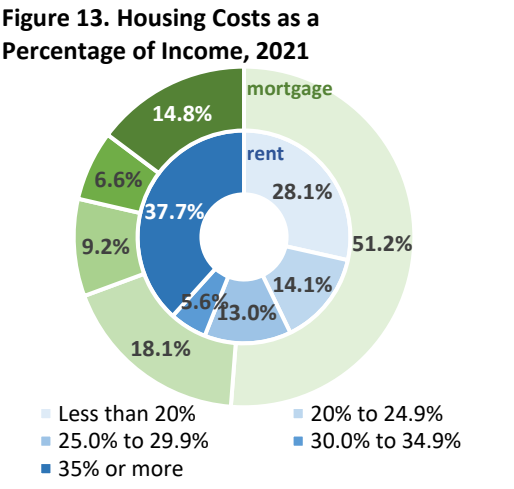
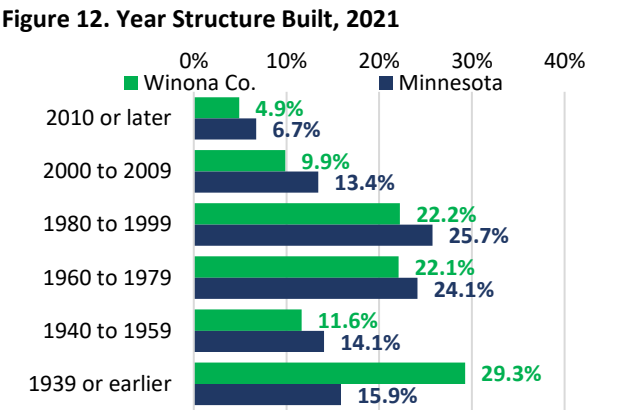
**Table 10. Estimated Value of Owner-occupied Housing Units, 2021**

	Winona Co.		Minnesota
	Total	Percent	Percent
Total	13,987	100.0%	100.0%
Less than \$50,000	648	4.6%	4.3%
\$50,000 to \$99,999	1,440	10.3%	6.1%
\$100,000 to \$149,999	2,918	20.9%	9.5%
\$150,000 to \$199,999	2,941	21.0%	14.8%
\$200,000 to \$299,999	3,448	24.7%	28.7%
\$300,000 to \$499,999	1,869	13.4%	26.4%
\$500,000 or more	723	5.2%	10.2%
Median (dollars)	\$180,200		\$250,200

Source: 2017-2021 American Community Survey, 5-Year Estimates

Median monthly owner costs, owner-occupied units with a mortgage	<b>\$1,334</b>
state	\$1,682
Percentage of households with a mortgage spending 30% or more of their income on housing costs	<b>21.4%</b>
state	21.7%
Median monthly rent costs	<b>\$741</b>
state	\$1,081
Percentage of renters spending 30% or more of their household income on rent	<b>43.3%</b>
state	45.4%

Source: 2017-2021 American Community Survey, 5-Year Estimates





## OCCUPATIONS

At \$23.44 in 2023, wages were lower in Region 10 than the state. Overall, Region 10 had the 2nd highest median hourly wage level of the 13 economic development regions in the state. Wages were highest for management occupations (\$48.3) and lowest for food preparation and serving related jobs (\$14.24) (see Table 11).

Table 11. Occupational Employment &amp; Wage Statistics, 2023

Occupational Group	Region 10				State of Minnesota		
	Median Hourly Wage	Estimated Regional Jobs	Share of Total Jobs	Regional Location Quotient	Median Hourly Wage	State-wide Jobs	Share of Total Jobs
<b>Total, All Occupations</b>	<b>\$23.44</b>	<b>236,590</b>	<b>100.0%</b>	<b>1.0</b>	<b>\$24.25</b>	<b>2,827,310</b>	<b>100.0%</b>
Management	\$48.30	12,310	5.2%	0.8	\$51.58	193,760	6.9%
Business & Financial Operations	\$34.82	9,260	3.9%	0.5	\$38.19	201,940	7.1%
Computer & Mathematical	\$42.65	4,280	1.8%	0.5	\$49.73	99,250	3.5%
Architecture & Engineering	\$38.83	3,390	1.4%	0.8	\$40.60	53,100	1.9%
Life, Physical & Social Science	\$37.08	2,520	1.1%	1.0	\$39.37	29,070	1.0%
Community & Social Service	\$28.75	4,480	1.9%	1.0	\$25.82	54,820	1.9%
Legal	\$40.10	740	0.3%	0.5	\$47.87	18,730	0.7%
Education, Training & Library	\$24.64	14,590	6.2%	1.1	\$24.82	158,830	5.6%
Arts, Design, Entertainment & Media	\$24.58	2,110	0.9%	0.7	\$28.80	37,630	1.3%
Healthcare Practitioners & Technical	\$41.68	30,920	13.1%	2.0	\$41.07	186,700	6.6%
Healthcare Support	\$18.00	14,050	5.9%	1.0	\$17.40	162,400	5.7%
Protective Service	\$28.06	3,460	1.5%	1.0	\$25.83	40,620	1.4%
Food Preparation & Serving Related	\$14.24	19,140	8.1%	1.1	\$14.89	216,970	7.7%
Building, Grounds Cleaning & Maint.	\$17.95	6,300	2.7%	1.0	\$18.26	76,210	2.7%
Personal Care & Service	\$15.98	4,470	1.9%	0.9	\$16.96	58,120	2.1%
Sales & Related	\$16.54	18,100	7.7%	0.9	\$18.14	239,500	8.5%
Office & Administrative Support	\$22.20	27,900	11.8%	1.0	\$23.06	345,830	12.2%
Farming, Fishing & Forestry	\$18.65	420	0.2%	1.2	\$19.84	4,060	0.1%
Construction & Extraction	\$29.56	8,510	3.6%	0.9	\$31.00	113,930	4.0%
Installation, Maintenance & Repair	\$25.43	8,300	3.5%	1.0	\$27.95	98,670	3.5%
Production	\$20.84	22,610	9.6%	1.3	\$22.07	209,380	7.4%
Transportation & Material Moving	\$19.69	18,740	7.9%	1.0	\$19.80	227,780	8.1%

Source: DEED Occupational Employment & Wage Statistics, Qtr. 1 2023

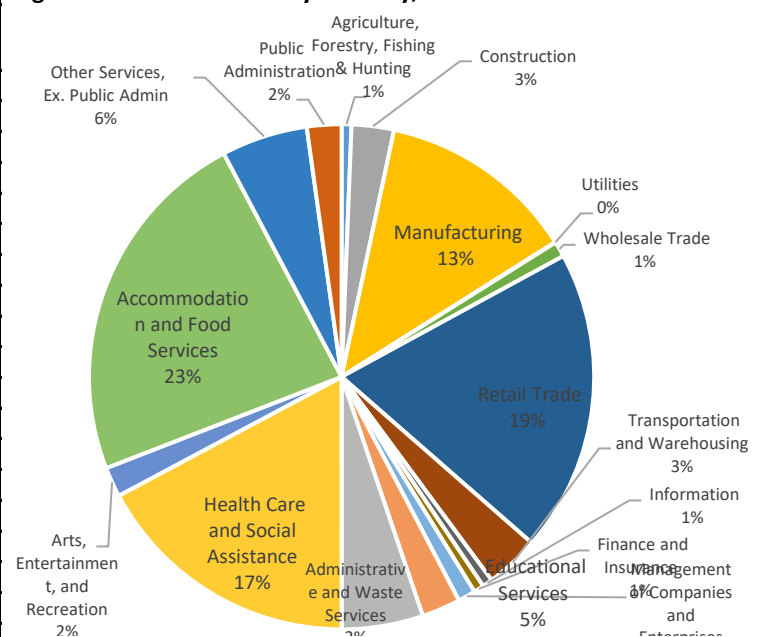
## JOB VACANCY SURVEY

Winona Co. is a part of the Southeast planning region. There were 19304 job vacancies posted by employers in 2022, indicating extensive opportunity in the region, with openings across several occupations and industries (see Figure 14).

Table 12. Southeast Job Vacancy Survey Results, 2022

Occupational Group	Number of Vacancies	Wage Offer
<b>Total, All Occupations</b>	<b>19,304</b>	<b>\$16.08</b>
Management	333	\$30.93
Business & Financial Operations	254	\$24.78
Computer & Mathematical	188	\$33.61
Architecture & Engineering	186	\$29.46
Life, Physical & Social Sciences	152	\$24.51
Community & Social Service	171	\$23.79
Education, Training & Library	490	\$20.68
Healthcare Practitioners & Technical	1,328	\$31.77
Healthcare Support	1,139	\$15.40
Protective Service	100	\$19.68
Food Preparation & Serving Related	4,822	\$13.72
Building, Grounds Cleaning & Maint.	945	\$15.09
Personal Care & Service	805	\$15.13
Sales & Related	2,248	\$14.59
Office & Administrative Support	828	\$16.86
Construction & Extraction	924	\$19.83
Installation, Maintenance & Repair	739	\$14.23
Production	1,593	\$15.96
Transportation & Material Moving	1,752	\$16.97

Figure 14. Job Vacancies by Industry, 2022



Source: DEED Job Vacancy Survey, 2022

## OCCUPATIONS IN DEMAND

Table 13. Southeast Occupations in Demand, 2022

Less than High School	High School or Equivalent	Some College or Assoc. Deg.	Bachelor's Degree or Higher
Fast Food and Counter Workers \$25,149/yr	Licensed Practical and Licensed Vocational Nurses \$50,465/yr	Registered Nurses \$73,454/yr	Physicians, All Other; and Ophthalmologists, Except Pediatric NA
Retail Salespersons \$29,983/yr	Nursing Assistants \$36,726/yr	Civil Engineering Technologists and Technicians \$68,607/yr	Preschool Teachers, Except Special Education \$34,556/yr
Home Health and Personal Care Aides \$30,258/yr	Automotive Service Technicians and Mechanics \$42,120/yr	Clinical Laboratory Technologists and Technicians \$59,453/yr	Accountants and Auditors \$68,278/yr
Cashiers \$27,335/yr	Medical Assistants \$43,492/yr	Radiologic Technologists and Technicians \$77,029/yr	General and Operations Managers \$87,770/yr
Laborers and Freight, Stock, and Material Movers, Hand \$35,841/yr	Emergency Medical Technicians and Paramedics \$40,728/yr	Dental Hygienists \$78,787/yr	Financial Managers \$103,648/yr
First-Line Supervisors of Food Preparation and \$38,398/yr	Machinists \$46,173/yr	Surgical Technologists \$61,421/yr	Nurse Practitioners \$120,693/yr
Stockers and Order Fillers \$32,156/yr	Hairdressers, Hairstylists, and Cosmetologists \$27,425/yr	Police and Sheriff's Patrol Officers \$69,161/yr	Industrial Engineers \$83,033/yr
Heavy and Tractor-Trailer Truck Drivers \$51,382/yr	Electricians \$67,763/yr	Industrial Engineering Technologists and Technicians \$47,020/yr	Elementary School Teachers, Except Special Education \$58,527/yr
First-Line Supervisors of Retail Sales Workers \$43,475/yr	Industrial Machinery Mechanics \$53,529/yr	Cardiovascular Technologists and Technicians \$66,613/yr	Software Developers and Software Quality Assurance Analysts and \$103,725/yr
Customer Service Representatives \$35,451/yr	Medical Dosimetrists, Medical Records Specialists, and Health Technologists and \$49,999/yr	Respiratory Therapists \$72,344/yr	Project Management Specialists and Business Operations \$63,201/yr

Source: DEED Occupations in Demand

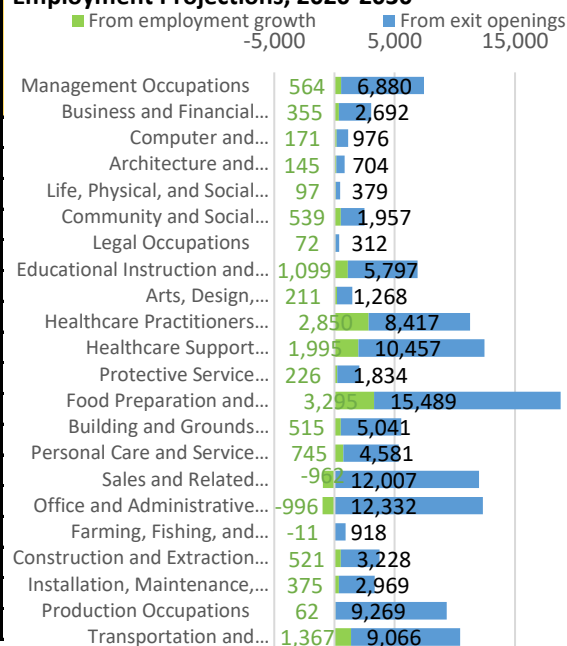
Winona Co. is a part of the Southeast planning region, which is projected to see a 5.1% increase in employment levels over the next decade. In addition to new jobs created, there will be a much larger number of exit openings (see Figure 15).

Table 14. Regional Industry Employment Projections, 2020-2030

Southeast Planning Region	Estimated Employment 2020	Projected Employment 2030	Percent Change 2020-2030
<b>Total, All Industries</b>	<b>261,589</b>	<b>274,824</b>	<b>5.1%</b>
Natural Resources & Mining	3,447	3,477	0.9%
Utilities	1,160	1,150	-0.9%
Construction	9,396	9,891	5.3%
Manufacturing	36,536	36,636	0.3%
Wholesale Trade	7,047	7,342	4.2%
Retail Trade	25,379	24,160	-4.8%
Transportation & Warehousing	7,801	8,311	6.5%
Information	2,943	2,941	-0.1%
Finance & Insurance, Real Estate	6,025	6,133	1.8%
Professional Services & Mgmt. of Companies	7,642	7,966	4.2%
Admin. Support & Waste Mgmt.	8,158	8,815	8.1%
Educational Services	19,447	20,396	4.9%
Health Care & Social Assistance	64,850	70,687	9.0%
Leisure & Hospitality	19,129	23,366	22.1%
Other Services	8,287	9,159	10.5%
Public Administration	13,990	14,748	5.4%

Source: DEED 2020-2030 Employment Outlook

Figure 15. Regional Occupational Employment Projections, 2020-2030



## ECONOMIC CHARACTERISTICS

Coming out of the pandemic recession, after gaining jobs over the past year, Winona Co. had the 16th largest economy of the 87 counties in the state. Winona Co. was the 29th fastest growing in the past year and the 59th fastest growing since 2019. From 2019 to 2022, employment in Winona Co. is still down from the pandemic recession.

**1,221** business establishments

**\$50,656** annual average wage

**23,524** jobs

**\$1,191,625,151** total industry payroll

Job change,  
2019-2022

-993 jobs  
-4.1% decline

Figure 16. Industry Employment Statistics, 2007-2022

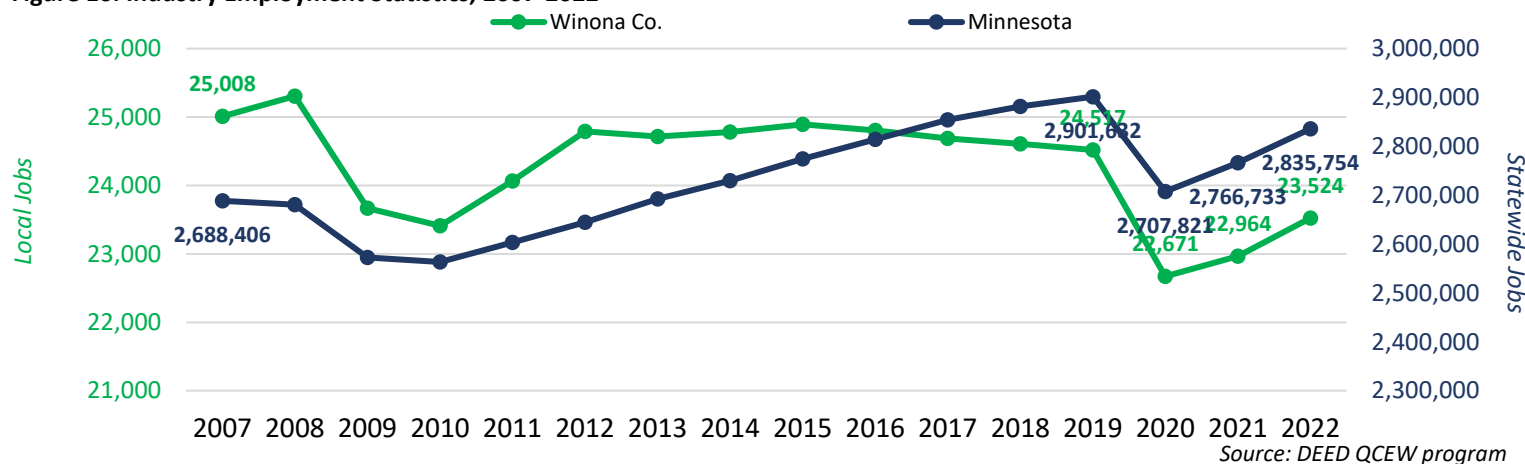
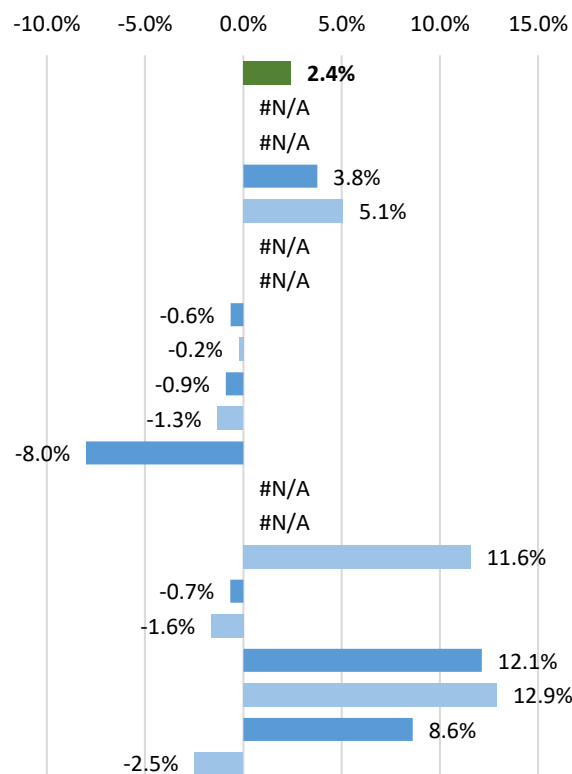


Table 15. Winona Co. Industry Employment Statistics, 2022	Number of Jobs	Percent of Total Jobs	Average Annual Wage
<b>Total, All Industries</b>	<b>23,524</b>	<b>100.0%</b>	<b>\$50,656</b>
Agriculture, Forestry, Fish & Hunt	#N/A	#N/A	#N/A
Mining	#N/A	#N/A	#N/A
Construction	662	2.8%	\$55,765
Manufacturing	5,518	23.5%	\$66,591
Utilities	#N/A	#N/A	#N/A
Wholesale Trade	#N/A	#N/A	#N/A
Retail Trade	2,465	10.5%	\$31,623
Transportation & Warehousing	1,339	5.7%	\$59,909
Information	445	1.9%	\$47,648
Finance & Insurance	524	2.2%	\$73,123
Real Estate & Rental & Leasing	92	0.4%	\$36,496
Professional & Technical Services	#N/A	#N/A	#N/A
Management of Companies	#N/A	#N/A	#N/A
Admin. Support & Waste Mgmt. Svcs.	482	2.0%	\$30,447
Educational Services	2,975	12.6%	\$53,401
Health Care & Social Assistance	2,596	11.0%	\$46,932
Arts, Entertainment, & Recreation	351	1.5%	\$16,686
Accommodation & Food Services	2,116	9.0%	\$17,944
Other Services	542	2.3%	\$30,989
Public Administration	862	3.7%	\$56,289

Figure 17. Change in Jobs, 2021-2022



Source: DEED Quarterly Census of Employment & Wages (QCEW)

For more information on Winona Co.'s population, labor force, and economic trends, contact:

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Data updated: May 30, 2023